



State of Washington  
DEPARTMENT OF SOCIAL AND HEALTH SERVICES  
*PO Box 45811, Olympia WA 98504-5811*

October 24, 2006

TO: All Potential Bidders

FROM: Sandra Elliot, RFP Coordinator  
DSHS / Central Contract Services

SUBJECT: Amendment No. 2 – Project Scope Modification and  
Procurement Schedule Change  
Request for Proposal #0634-238  
Problem Gambling Education

In an effort to support the success of a marketing campaign for problem gambling education, DSHS has modified the solicitation document to change the scope and focus.

Modifications have been made to the following sections:

**Section I Introduction**

**DELETE SECTION "A" AS WRITTEN AND SUBSTITUTE THE FOLLOWING LANGUAGE:**

**A. Purpose of Request for Proposal**

The Washington State Department of Social and Health Services (DSHS), Health and Recovery Services Administration, Division of Alcohol and Substance Abuse (DASA), is inviting proposals from qualified contractors to provide services for a comprehensive advertising campaign to prevent and reduce problem gambling in Washington State.

***Contingent upon available funding***, DSHS and its partner organizations will conduct public awareness and education activities from 2006-2009 and possibly to 2011, to discourage gambling among teens, raise awareness of the signs and consequences of problem gambling, and promote prevention and treatment resources.

Target audiences:

The Primary Target Audiences (Phase 1) are:

- **Teens (12-17)** – Increase knowledge of the signs and consequences of problem gambling, and encourage problem gamblers to get help.
- **Parents of teens (12-17)** – Increase knowledge of the signs, risk factors and consequences of problem gambling, and how to get help. Encourage parents to talk with their kids.

The secondary target audiences (phase 2) are:

- **Adults 18-55** – Increase knowledge of the signs and consequences of problem gambling and how to get help.
- **Seniors 55+** - Increase knowledge of the signs of problem gambling, consequences, and how to get help.

DSHS will use this RFP to identify an agency with a full-service office in Washington State who can put forward strong and innovative ideas while demonstrating the best plan to manage creative development, production, and media placement.

**ALL LANGUAGE PRECEDEING AND FOLLOWING “PROGRAM GOALS” IN SECTION “B. Background” REMAINS THE SAME. DELETE PROGRAM GOALS AND REPLACE WITH THE FOLLOWING LANGUAGE:**

## **B. Background**

Program Goals:

- Increase teens’ perceptions of the risks and consequences of gambling
- Increase parents’ knowledge of the risk factors, signs and consequences of teen gambling and how to intervene and get help.
- Encourage family members and friends to intervene with problem gamblers who need treatment.
- Increase the number of people who call the Problem Gambling Helpline and enter treatment

**DELETE SECTION “E” AS WRITTEN AND SUBSTITUTE THE FOLLOWING LANGUAGE:**

## **E. Funding**

DSHS has budgeted \$250,000 through June 30, 2007 and \$250,000 every additional twelve months until June 2009, for this project. Any contract awarded is contingent upon the availability of funding.

## Section II General Information

### C. Procurement Schedule

**THE PROCUREMENT SCHEDULE IN AMENDMENT 1 IS DELETED AND REPLACED WITH THE FOLLOWING:**

**Figure 1.** *PROCUREMENT SCHEDULE*

Item	Action	Date
1.	Issue Amendment 2 RFP Modifications and Schedule Change	October 24, 2006
2.	<b>Letter of Interest Due by 4:00 p.m. Pacific Standard Time (may be submitted by email)</b>	<b>October 27, 2006</b>
3.	Last Date for Accepting Bidder Written Questions by 4:00 PM Pacific Standard Time	October 31, 2006
4.	Issue Response to Written Questions No Later Than	November 3, 2006
5.	<b>Proposal Submission Due by 4:00 p.m. Pacific Standard Time</b>	<b>November 21, 2006</b>
6.	Proposal Evaluation	November 27 and November 28, 2006
7.	Onsite Review, Presentations, If Required	November 30 and December 1, 2006
8.	Notify Apparently Successful Bidder	December 5, 2006
9.	Notify Unsuccessful Bidders	December 5, 2006
10.	Begin Contract Negotiations	December 6, 2006
11.	Bidder's Request for Debriefing Due by 12:00 noon	December 8, 2006
12.	Hold Debriefing Conferences	December 11 and December 12, 2006
13.	Bidders' Protest(s) Due	December 19, 2006
14.	Contract Execution	Anticipated December 29, 2006
15.	Work Begins	Anticipated January 2, 2007

**THE FOLLOWING SECTION IS ADDED TO SECTION II GENERAL INFORMATION.**

**W. Letter of Intent Requested**

To ensure adequate time is scheduled for evaluations and oral presentations, DSHS is requesting a letter of intent from prospective bidders to determine the level of interest in this procurement. This letter is for information only and submission of this letter indicates interest, but does not require a proposal be submitted for this RFP.

Email notification of intent is preferred. Please refer to the schedule above for the due date and send letters of intent to Sandra Elliot, the RFP Coordinator at [elliosg@dshs.wa.gov](mailto:elliosg@dshs.wa.gov).